



WPTV

ORDER

Print Date 10/26/12

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Flight Dates 10/26/12-11/06/12

Contract / Revision 315858 /

Original Date / Revision
10/24/12 10/25/12

Advertiser Thomas Peterffy

Agency Mentzer Media

Buying Contact

600 Fairmont Avenue - Suite #306
Towson, MD 21204Product
Thomas Petrffy

Agency Com 15%

Billing Contact

600 Fairmont Avenue - Suite #306
Towson, MD 21204

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 2176

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	4	\$7,480.00	\$8,800.00	0.00
November 2012	16	\$43,860.00	\$51,600.00	0.00
Totals	20	\$51,340.00	\$60,400.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	4	\$7,480.00	\$8,800.00
10/29/12	11/05/12	16	\$43,860.00	\$51,600.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	10/26/12	11/06/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	11111--	1:00	5	\$1,300.00	P-2	0.00	NM	5	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----1--		1				\$1,300.00		0.00			
		Week: 10/29/12	11/04/12	111----		3				\$1,300.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$1,300.00		0.00			
N 2	WPTV	10/29/12	11/06/12	M-F 530-6p M-F 530-6p	CM	530-6p	MTWTF--	1:00	3	\$6,000.00	P-2	0.00	NM	3	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



WPTV

Print Date: 10/26/12

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Contract / Revision **315858** Flight Dates **10/26/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/24/12/ 10/25/12

Order Sep 00:20:00

Advertiser **Thomas Peterffy**

Product **Thomas Petrffy**

Estimate # **2176**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WPTV	10/29/12	11/06/12	M-F 530-6p M-F 530-6p	CM	530-6p	MTWTF--	1:00	3	\$6,000.00	P-2	0.00	NM	3	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					2	\$6,000.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$6,000.00		0.00			
N 3	WPTV	10/26/12	11/06/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	11111--	1:00	5	\$2,500.00	P-2	0.00	NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----1--					1	\$2,500.00		0.00			
		Week: 10/29/12	11/04/12	111----					3	\$2,500.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$2,500.00		0.00			
N 4	WPTV	10/29/12	11/04/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	1:00	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$2,400.00		0.00			
N 5	WPTV	10/29/12	11/04/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	1:00	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$5,000.00		0.00			
N 6	WPTV	10/29/12	11/04/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	1:00	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$3,000.00		0.00			
N 7	WPTV	10/29/12	11/04/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	1:00	2	\$4,000.00	P-2	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					2	\$4,000.00		0.00			
N 9	WPTV	10/26/12	10/28/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	1:00	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S					1	\$1,000.00		0.00			
N 10	WPTV	10/26/12	10/28/12	Su 6p Su 6p	CM	6-630p	-----S	1:00	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S					1	\$4,000.00		0.00			
													Totals	20	\$60,400.00